

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.(Currently Amended) A method of providing hypervideo application user information, comprising the acts of:

tracking and recording media viewed by a user, wherein the media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user access of the media,

wherein the creating act further comprises the acts of:

indicating, for each video-enhanced page in a hypervideo application, information regarding previous video-enhanced pages users viewed before a current video-enhanced page and from which the users proceeded to the current video-enhanced page; and

indicating information regarding next video-enhanced pages to which the users proceeded from the current video-enhanced page,

wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated, including

one of user initiated and automatic activation, and paths the users took from the previous video-enhanced pages to the current video-enhanced page.

2.(Original) The method of claim 1, wherein the user-configurable report comprises a report including data after a user-defined start date.

3.(Original) The method of claim 1, wherein the user-configurable report comprises a report including data before a user-defined end date.

4.(Currently Amended) The method of claim 1, wherein the report data comprising the comprises a number of times each media has been viewed.

5.(Currently Amended) The method of claim 1, wherein the media further comprises at least one of video, image, HTML or audio.

6.(Original) The method of claim 5, wherein the user configures which of the media types are to be included in the report.

7.(Currently Amended) The method of claim 5, wherein each type of the media is identified in the report via representation with a unique icon.

8.(Currently Amended) The method of claim 4, wherein the number of times each media has been viewed does not include returning to a media in a path in the-a same session.

9.(Original) The method of claim 1, wherein the number of media for which data is displayed in the report is selected by the user.

10.(Currently Amended) The method of claim 1, wherein the report comprises the-a number of user sessions during which the media was viewed.

11.(Currently Amended) The method of claim 1, wherein the report comprises the-a number of unique users to view a media.

12.(Currently Amended) The method of claim 1, wherein the report comprises the an average time users spent viewing each media.

13.(Currently Amended) The method of claim 1, wherein the report sorts media by the-a number of times each media has been viewed.

14.(Currently Amended) The method of claim 4, wherein the number of times each media has been viewed comprises both the-a total number of times a looping video has

been viewed including views that result from looping, and ~~the~~a number of times the looping video has been viewed not as a result of looping.

15.(Currently Amended) The method of claim 1, wherein the report comprises an indication of whether ~~the~~ views of a particular media were user-initiated or automatic.

16.(Original) The method of claim 1, wherein the report comprises an indication of whether video media is looping media.

17.(Currently Amended) The method of claim 1, wherein the report further reflecting ~~the~~reflects a number of times each path has been taken through each hypervideo application.

18.(Original) The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises displaying data for a user-selected number of paths.

19.(Original) The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises indicating data for only those paths exceeding a user-defined minimum path length.

20.(Original) The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises grouping paths together based on a user-defined number of same first pages in each path.

Claim 21 (Canceled)

22.(Currently Amended) The method of ~~claim 21~~ claim 1, wherein the information regarding the previous video-enhanced pages comprises data regarding the identity of the previous video-enhanced pages viewed before and linked to the current video-enhanced page.

Claim 23 (Canceled)

24.(Currently Amended) The method of ~~claim 21~~ claim 1, wherein the information regarding the previous video-enhanced pages comprises the average time users spent viewing the previous video-enhanced pages before proceeding to the current video-enhanced page.

25.(Currently Amended) The method of ~~claim 21~~ claim 1, wherein the information regarding the previous video-enhanced pages comprises the number of user sessions for each previous video-enhanced page from which users have proceeded to the current

video-enhanced page.

26.(Currently Amended) The method of ~~claim 21~~ claim 1, wherein the information regarding the previous video-enhanced pages comprises the percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page.

27.(Currently Amended) The method of ~~claim 21~~ claim 1, wherein the information regarding the next video-enhanced pages comprises information about each hotspot on the current video-enhanced page and the next video-enhanced pages to which the hotspots are linked.

28.(Original) The method of claim 27, wherein the information regarding the next video-enhanced pages comprises the media to which each hotspot is linked.

29.(Currently Amended) The method of claim 27, wherein the information regarding the next video-enhanced pages further comprises ~~the~~ an average time a user spends viewing the current video-enhanced page before progressing to each of the next video-enhanced pages.

30.(Currently Amended) The method of claim 27, wherein the information regarding

the next video-enhanced pages further comprises ~~the~~a number of user sessions in which a person proceeds from the current video-enhanced page to each of the next video-enhanced pages.

31.(Currently Amended) The method of claim 27, wherein the information regarding the next video-enhanced pages further comprises ~~the~~ percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages.

32.(Currently Amended) The method of claim 1, wherein the user-configurable report further ~~comprising~~comprises a hotspot report.

33.(Currently Amended) The method of claim 32, wherein the hotspot report ~~comprising~~comprises number of sessions in which a user has selected each hotspot.

34.(Currently Amended) The method of claim 32, wherein the hotspot report ~~comprising~~ the number of times each hotspot has been viewed by a user.

35.(Currently Amended) The method of claim 32, wherein the hotspot report ~~comprising~~comprises an average view time that users spent viewing the content linked to each hotspot.

36.(Currently Amended) The method of claim 32, wherein the hotspot report comprising the comprises name and type of each hotspot.

37.(Currently Amended) The method of claim 32, wherein the hotspot report comprising the comprises a number of selections of each hotspot via a mouse.

38.(Currently Amended) The method of claim 32, wherein the hotspot report comprising the comprises percentage of viewers that clicked each hotspot.

Claim 39 (Canceled)

40.(Currently Amended) A non-transitory machine-readable medium with instructions stored thereon, the instructions when executed operable to cause a computer to provide hypervideo application user information by:

tracking and recording media viewed by a user, where media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user access of the media,

wherein the creating act further comprises the acts of:

indicating, for each video-enhanced page in a hypervideo application, information

regarding previous video-enhanced pages users viewed before a current video-enhanced page and from which the users proceeded to the current video-enhanced page; and
indicating information regarding next video-enhanced pages to which the users proceeded from the current video-enhanced page,

wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated, including one of user initiated and automatic activation, and paths the users took from the previous video-enhanced pages to the current video-enhanced page.

41.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the user-configurable report comprises a report including data after a user-defined start date.

42.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the user-configurable report comprises a report including data before a user-defined end date.

43.(Currently Amended) The non-transitory machine-readable medium of claim 40, the report data comprising the a number of times each media has been viewed.

44.(Currently Amended) The non-transitory machine-readable medium of claim 40,

wherein the media further comprises at least one of media types of video, image, HTML or audio.

45.(Currently Amended) The non-transitory machine-readable medium of claim 44, wherein the user configures which of the media types are to be included in the report.

46.(Currently Amended) The non-transitory machine-readable medium of claim 44, wherein each type of media is identified in the report via representation with a unique icon.

47.(Currently Amended) The non-transitory machine-readable medium of claim 43, wherein the number of times each media has been viewed does not include returning to a media in a path in the same session.

48.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the_a number of media for which data is displayed in the report is selected by the user.

49.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report comprises the_a number of user sessions during which the media was viewed.

50.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report comprises ~~the~~a number of unique users to view a media.

51.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report comprises ~~the~~an average time users spent viewing each media.

52.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report sorts media by ~~the~~a number of times each media has been viewed.

53.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein ~~the~~a number of times each media has been viewed comprises both ~~the~~a total number of times a looping video has been viewed including views that result from looping, and ~~the~~a number of times the looping video has been viewed not as a result of looping.

54.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report comprises an indication of whether the views of a particular media were user-initiated or automatic.

55.(Currently Amended) The non-transitory machine-readable medium of claim 40, wherein the report comprises an indication of whether video media is looping media.

56.(Currently Amended) The non-transitory machine-readable medium of claim 40, the report further reflecting the a number of times each path has been taken through each hypervideo application.

57.(Currently Amended) The non-transitory machine-readable medium of claim 56, wherein indicating the number of times each path has been taken through each hypervideo application comprises displaying data for a user-selected number of paths.

58.(Currently Amended) The non-transitory machine-readable medium of claim 56, wherein indicating the number of times each path has been taken through each hypervideo application comprises indicating data for only those paths exceeding a user-defined minimum path length.

59.(Currently Amended) The non-transitory machine-readable medium of claim 56, wherein indicating the number of times each path has been taken through each hypervideo application comprises grouping paths together based on a user-defined number of same first pages in each path.

Claim 60 (Canceled)

61.(Currently Amended) The non-transitory machine-readable medium of claim 60

claim 40, wherein the information regarding the previous video-enhanced pages comprises data regarding the identity of the previous video-enhanced pages viewed before and linked to the current video-enhanced page.

Claim 62 (Canceled)

63.(Currently Amended) The non-transitory machine-readable medium of ~~claim 60~~
claim 40, wherein the information regarding the previous video-enhanced pages comprises ~~the~~an average time users spent viewing the previous video-enhanced pages before proceeding to the current video-enhanced page.

64.(Currently Amended) The non-transitory machine-readable medium of ~~claim 60~~
claim 40, wherein the information regarding the previous video-enhanced pages comprises ~~the~~a number of user sessions for each previous video-enhanced page from which users have proceeded to the current video-enhanced page.

65.(Currently Amended) The non-transitory machine-readable medium of ~~claim 60~~
claim 40, wherein the information regarding the previous video-enhanced pages comprises ~~the~~a percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page.

66.(Currently Amended) The non-transitory machine-readable medium of claim 60, wherein the information regarding the next video-enhanced pages comprises information about each hotspot on the current video-enhanced page and the next video-enhanced pages to which the hotspots are linked.

67.(Currently Amended) The non-transitory machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages comprises the media to which each hotspot is linked.

68.(Currently Amended) The non-transitory machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the average time a user spends viewing the current video-enhanced page before progressing to each of the next video-enhanced pages.

69.(Currently Amended) The non-transitory machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the number of user sessions in which a person proceeds from the current video-enhanced page to each of the next video-enhanced pages.

70.(Currently Amended) The non-transitory machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the a

percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages.

71.(Currently Amended) The non-transitory machine-readable medium of claim 40, the user-configurable report further comprising a hotspot report.

72.(Currently Amended) The non-transitory machine-readable medium of claim 71, the hotspot report comprising the-a number of sessions in which a user has selected each hotspot.

73.(Currently Amended) The non-transitory machine-readable medium of claim 71, the hotspot report comprising the-a number of times each hotspot has been viewed by a user.

74.(Currently Amended) The non-transitory machine-readable medium of claim 71, the hotspot report comprising the-an average view time that users spent viewing the content linked to each hotspot.

75.(Currently Amended) The non-transitory machine-readable medium of claim 71, the hotspot report comprising the-name and type of each hotspot.

76.(Currently Amended) The non-transitory machine-readable medium of claim 71, wherein the hotspot report comprising the comprises a number of selections of each hotspot via a mouse.

77.(Currently Amended) The non-transitory machine-readable medium of claim 71, wherein the hotspot report comprising the comprises a percentage of viewers that clicked each hotspot.

78.(Currently Amended) The non-transitory machine-readable medium of claim 71, wherein the hotspot report comprising comprises identification of the overlay used to represent the hotspot.

79.(Currently Amended) A method of providing hypervideo application user information, comprising the acts of:
tracking and recording media viewed by a user, where media comprises hypervideo applications; and
creating a user-configurable report, the report reflecting data regarding user viewing of advertising media via hotspots,

wherein the creating act further comprises the acts of:
indicating, for each video-enhanced page in a hypervideo application, information
regarding previous video-enhanced pages users viewed before a current video-enhanced

page and from which the users proceeded to the current video-enhanced page; and
indicating information regarding next video-enhanced pages to which the users
proceeded from the current video-enhanced page,

wherein the information regarding the previous video-enhanced pages comprises
information regarding how viewing the current video-enhanced page was initiated, including
one of user initiated and automatic activation, and paths the users took from the previous
video-enhanced pages to the current video-enhanced page.

80.(Currently Amended) The method of claim 79, wherein the report comprises the advertising media and an overlay image name.

81.(Original) The method of claim 79, wherein the report comprises a click-through URL (Uniform Resource Locator) linked to each advertising media hotspot.

82.(Currently Amended) The method of claim 79, wherein the report comprises the a number of times each advertising media was retrieved within a user session.

83.(Currently Amended) The method of claim 79, wherein the report comprises the a number of times each advertising media was retrieved by a unique user.

84.(Currently Amended) The method of claim 79, wherein the report comprises the

apercentage of times that a user who viewed the advertising hotspot has selected the hotspot.

85.(Currently Amended) The method of claim 79, wherein the report comprises the an average amount of time that users view each advertising media hotspot.

86.(Currently Amended) A non-transitory machine-readable medium with instructions thereon, the instructions when executed operable to cause a computer to provide hypervideo application user information by:

tracking and recording media viewed by a user, where media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user viewing of advertising media via hotspots,

wherein the creating act further comprises the acts of:

indicating, for each video-enhanced page in a hypervideo application, information regarding previous video-enhanced pages users viewed before a current video-enhanced page and from which the users proceeded to the current video-enhanced page; and

indicating information regarding next video-enhanced pages to which the users proceeded from the current video-enhanced page.

wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated, including

one of user initiated and automatic activation, and paths the users took from the previous video-enhanced pages to the current video-enhanced page.

87.(Currently Amended) The method non-transitory machine-readable medium of claim 86, wherein the report comprises the advertising media and an overlay image name.

88.(Currently Amended) The non-transitory machine-readable medium of claim 86, wherein the report comprises a click-through URL (Uniform Resource Locator) linked to each advertising media hotspot.

89.(Currently Amended) The non-transitory machine-readable medium of claim 86, wherein the report comprises the a number of times each advertising media was retrieved within a user session.

90.(Currently Amended) The non-transitory machine-readable medium of claim 86, wherein the report comprises the a number of times each advertising media was retrieved by a unique user.

91.(Currently Amended) The non-transitory machine-readable medium of claim 86, wherein the report comprises the a percentage of times that a user who viewed the advertising hotspot has selected the hotspot.

92.(Currently Amended) The non-transitory machine-readable medium of claim 86, wherein the report comprises the an average amount of time that users view each advertising media hotspot.

93.(New) The method of claim 32, the hotspot report comprising identification of an overlay used to represent the hotspot.